



## **DECEMBER 2021 JCCC HAPPENINGS**

Our December proved to be a busy month. We spent quite a bit of the month planning, producing, designing, and printing. We worked very hard on securing Partners, finalizing the Our Town publication, and collecting collateral for the Dining Guide. Our team assessed our in-house publications that could be redesigned for the 2022 year and started the refresh process, We contacted members and updated our database, as well as started restocking both Centers with updated business materials. Worked cooperatively with several agencies on securing free Wi-Fi service for the historic district in downtown Sylva. We feel this will be helpful for visitors, but also during special events and during certain situations for local families who are need of this valuable service. We successfully had a holiday fireworks display and hosted a Concert on the front porch, with Santa making a special appearance, The event was very well attended and popular. We had guests from Fayetteville, Charlotte, Jacksonville Florida and Texas, to name a few. The Ale Trail glasses continued to be sought after and a fun way to engage with locals and visitors.

Thank you to the TDA staff for all the branded guest bags and continued support!!

**280 Phone Calls  
Received From  
Visitors or  
Residents-  
557 Direct Visitor  
Inquiries Fulfilled**

**1212 Visitors on Site-  
in Sylva**

**Restocked 4 mobile  
kiosk units , 3x**

**Center in Dillsboro  
served 855 visitors**

**Coming Soon – Free Wifi  
for downtown Sylva !**

Jackson County Chamber and Visitor Center  
 Inquiry and Analytic Report - 2020

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Totals	
<u>Source</u>														
Facebook	56	60	58	30	67	77	69	70	67	89	43	31	717	
Flyfishingtrail.com	37	41	56	48	39	55	46	52	39	40	21	23	497	
Friend	8	11	8	3	9	8	10	14	19	12	18	13	133	
Google Search	10	19	13	7	23	44	50	61	56	61	55	60	459	
NCTroutCapital.com	67	18	60	33	35	42	34	37	37	29	17	15	424	
discoverjacksonnc.com	863	988	1156	1076	1504	2061	1267	1255	925	1095	343	415	12948	
VisitNC.com	2	3	4	0	0	1	2	3	1	0	0	0	16	
WCU	6	8	1	0	6	3	5	15	10	7	9	0	70	
Blue Ridge Parkway	38	75	0	0	1	0	0	0	1	0	0	0	115	
<u>Monthly Total</u>	1087	1223	1356	1197	1684	2291	1483	1507	1155	1333	506	557	15,379	
Dining Guide	215	490	2150	990	1150	1200	840	700	1150	1490	740	610	11,725	
Our Town	23	19	34	139	439	212	156	96	78	62	44	31	1333 mailed	4667 on site
<u>Facebook Followers</u>														
Concerts on the Creek	3264	3267	3303	3317	3335	3341	3400	3432	3467	3504	3506	3508	7.5% increase	
Fly Fishing Trail	11990	12,149	12,228	12,249	12,283	12,290	12,299	12,304	12,354	12,419	12445	12,487	4.2% increase	
Hook Line & Drinker Fest.	948	951	962	968	995	1012	1028	1085	1090	1097	2007	2105	110% increase	
JCCC	10004	10312	10,400	10442	10,487	10,495	11,011	11,030	11,043	11,051	11196	11,288	12.8% increase	
NC Trout Capital	2033	2065	2096	2114	2123	2126	2134	2139	2142	2148	2155	2159	6.1% increase	



Wedding Guest bags					128										128
Great Smoky Mountain Railroad															0
WCU															0
<b>Monthly Totals</b>			0	0	510	2,260	3,708	1,440	120	120	2,760	120	195	120	11,353

Fly Fishing 2021			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name	Location	Notes													
AB Fly Fishing	Sylva														0
Asheville Airport	Fletcher, NC							225		250				140	615
Bass Pro Shop	Lawrenceville, GA														0
Blue Chip Fly Fishing	Whittier														0
Blue Ridge Mountain Outfitters	Blue Ridge, GA							75							75
Brookings Angler	Cashiers						50				125				175
Brown Trout Fishing	Asheville														0
Bryant Bait & Tackle	Topton						100								100
Curtis Wright Outfitters	Weaverville														0
Dream Catchers	Sylva														0
Cherokee Welcome Center	Cherokee						100								100
First Peak Visitor Center	Columbus										150				150
Fontana Guides	Bryson City														0
Franklin's Outdoor Sports	Asheville														0
Great Smokey Bait and Tackle	Bryson City														0
Highland Hiker	Highlands														0
Hunter Banks Fly Fishing	Asheville														0
Mike Stanley Fly Fishing Club	Blanch														0
Mountain Valley Country Store	Hayesville														0
Nantahala Fly Fishing Co.	Robbinsville														0
One Fly Outfitters	Black Mountain														0
Orvis	Asheville														0
Orvis	Greenville, SC			25			100								125
Outpost Mountain Outfitters	Whittier						100								100
Rivers Edge Outfitters	Cherokee						100								100
Simonds Bait and Tackle	Bryson City														0
Tazz Bait Company	Hendersonville														0
Trout Unlimited	Hendersonville														0
Tuckaseegee Fly Shop	Sylva														0
Tuckaseegee Fly Fishing Guide Service	Franklin														0
Mountain Bridge Trout Unlimited	Greer SC						100								100
WCU															0
Area Hotels															0
Area Realtors							400								400
Wedding Guest Bags							50								50
Other			225						100	225		125			675
<b>Monthly Totals</b>			<b>225</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>1,100</b>	<b>300</b>	<b>100</b>	<b>475</b>	<b>275</b>	<b>125</b>	<b>140</b>	<b>0</b>	<b>2,765</b>